

The Fortnightly **REVIEW** *of*

THE CHICAGO DENTAL SOCIETY

February 1, 1958

Volume 35 • No. 3

How to Manage a Busy Dental Practice*

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[Dr. James Forest Plants, who maintains a general practice in Evanston, was born in Faulkton, South Dakota and was graduated from the University of Illinois School of Dentistry in 1924. During World War I, he served with the U. S. Navy.

Dr. Plants has presented lectures and clinics throughout Illinois, Georgia, Michigan and Minnesota and has had papers published in various dental journals. He is a past-president of the North Suburban Branch of the Chicago Dental Society.]

We dentists are fortunate in having more freedom and less regimentation than most other businesses or professions today. We have



Dr. Plants

no unions telling us what to do, no government interferences such as minimum and maximum fees or working hours. We can charge our patients whatever we like, or we can give our services gratis. We can work when, and as many hours as we like, and we have practically no labor problems.

It is the duty of every practicing dentist to do everything within his power to keep our profession this way. I think we all feel that we are one of the most highly respected professions. If we continue to place our services to the public first, and

remember there are no substitutes for skill and knowledge, we can hardly fail to maintain and improve our standing. Our own financial gain must always come second to service.

We may conduct our individual practices as we like, make a good living for ourselves, and at the same time, aid humanity by the services we perform. We must admit, however, that most of us put in many hours of tiring, difficult work. Therefore, at this time, I am going to try to give some fundamental rules and suggestions that I hope will help you to make your practice more enjoyable, more profitable, and at the same time enable you to give better services to your patients. My chief aim is to help the busy general practitioner; most of my remarks, therefore, will be on the subject of efficiency in operating an average office, and not on how to build a dental practice.

I believe that most dentists today who have been practicing for five years or more have enough patients to keep them as busy as they care to be—or busier! If

*Presented at the Midwinter Meeting of the Chicago Dental Society, February, 1957.

not, there must be something wrong, such as location, improper office set-up, fees or some quality that fails to attract patients, because I believe that there is more dentistry to be done than we can ever hope to do.

I am not going to tell you how hard you should work or what you should charge for certain types of work, but I am going to use figures and talk about that shrunken dollar for the purpose of illustrating points. At times you may think I am repeating what I have learned from some commercial dental course, but I assure you that I have never taken a course of that kind. I'm certainly not condemning them, as I feel that they are very helpful, and I myself use some of their bookkeeping forms and charts. What knowledge I have on this subject comes from analyzing my own practice over a period of thirty-two years, what I have learned from my colleagues, from lectures at dental meetings, and by reading articles in our dental publications.

Office Set-up

Let's start with what kind of an office and equipment we should have. Some men maintain that the ideal set-up is four or more chairs, a secretary, two dental assistants, hygienist, technician, etc. An office of this type may be all right for a small percentage of us, but for me, and I believe for the majority, it is too large and is likely to lead to ulcers. Your overhead is too heavy, and you have to be on the job at all times to make it pay. This is true unless you can persuade all these helpers to lay off without salary when you take a vacation, because there is no income when you leave your office unless you have a partner or associate.

My idea of an efficient office for most of us is a reception room, business office, some type of retiring room, laboratory, dark room, two operating rooms, and if possible, a private business office for one's self. The minimum amount of help you should have for an office of this size should be a secretary and one dental assistant. If you work with a dental hygienist, you should have an extra operat-

ing room and desk space in the business office for her. There should also be some arrangement whereby your x-ray machine is separate from all three chairs so that you, your dental assistant, or your hygienist can take x-rays without interfering with the operation of the other chairs.

Due to the high cost of office space in recent years, it is sometimes more convenient and economical to have two or more x-ray machines located at the operating chairs, instead of paying rent on a separate x-ray room.

Office Help

First let us outline the duties of the help in an office without a hygienist, because I realize it is impossible for many of us to have one. So few are licensed in my home state that there just aren't enough to go around, and I imagine the case is the same in yours.

The most important employee in your office is your secretary, and you should be willing to pay enough to obtain and hold a really intelligent girl who has the tact and poise to handle patients properly. She should act as receptionist, office manager, and bookkeeper. If she performs all these duties carefully, she will be kept busy making appointments, taking care of the recall list, sending out statements, completing phone calls, etc. She may also be used as an x-ray technician; taking, developing, and mounting all x-rays. This number one girl must have the ability to take over most of these duties when you hire her.

The second girl must be eager and willing. Her duties are chair assisting, sterilizing instruments, casting inlays, mixing filling materials, preparing impression materials, running models, etc. If you are patient, you can teach almost any intelligent girl all these duties in a few weeks or months. However, if the girl at the desk does not have the background and what it takes to get along with patients, you can't teach her much; so if that is the case, you would do well to replace her.

One word of caution before I go further—you must use diplomacy in

handling your help if you have two or more. Never allow one girl to give orders to the other—they'd much rather take their orders from you. You must determine and delegate certain duties to each girl. True, some duties will overlap; then they can offer and ask help of each other, but never command. You yourself must give the commands and see that each does her share; if you do not, there will be jealousy and dissatisfaction.

A good dental assistant has a very difficult job compared with the average working girl. She should be *part* of the office, and her hours are sometimes irregular. For instance, if you are compelled to work late on an emergency patient, she usually stays with you and gives you valuable help. Too often, we are guilty of not compensating her for this extra effort as girls in other types of work would be compensated in similar circumstances. In recent years I have been using a plan that works very well. I inform my assistant that she will receive a certain amount of salary for each forty hours of work per week; if circumstances make it necessary for her to work longer, she is to keep a record of these extra hours, and at the end of each month she is paid so much an hour for them. By doing this, I feel that she is more willing to stay an extra hour or so when I need her and I feel much better about asking her to work extra time.

On the other hand, it is unwise to have help put in too much overtime week after week as they may develop occupational fatigue and become inefficient. Rather than have this happen you should hire an extra girl part-time, so you can shorten the regular girls' hours.

When you hire new help it is very important that you have them fill out an application blank which you can type up. This should include name, address, phone number, do they have a car?, marital status, children, religion, experience, can they type?, employed now?, salary of last position, and anything else you may wish to know. Then if you have several applicants, you can study and compare these applications and choose the one you pre-

fer. When you finally hire a new employee, have a thorough understanding as to what her duties and hours are, her salary, vacation, sick leave, and any other agreements you think desirable. It is a good policy to offer new employees one day a month vacation and one-half day a month sick leave. If they use none of this time the first year, they will have eighteen days vacation coming; if they take more than eighteen days vacation and sick leave in the first year, they will not expect to be paid for the extra time off. After their first six months, they will have six days vacation due them. All these agreements should be written down on the back of the application and filed away for future reference if any questions should arise.

What about dental services for your employees and their families? I tell each new employee that if she requests me to take care of her dental work, I will charge the full fee, but that I will give her \$50.00 credit each year on her bill and expect her to pay me the balance. If she has no work done, she will receive \$50.00 from me at the end of the year, or approximately \$4.00 for each month she has worked for me. This makes it fair for all the help. You are not giving a lot of dentistry for nothing or for a small fee to one girl and nothing at all to another. Under this plan your employees will not hesitate to ask for an appointment with you and you should give her a definite appointment and treat her as a regular patient. Another good point about this plan is that if she quits working for you and comes back with her family for dental services, she will not expect a discount.

Bookkeeping

It is essential that a well-run dental office has a good bookkeeping system. There are many systems on the market, but whatever system you use, it should be thorough, complete, and not too complicated. You should have a system such as any business uses, whereby you can keep a record of money taken in, work turned out, money spent for running your office, your drawing account, and other items.

\$100.00

January 2, 1957

Name	Services Rendered	Time	Fees	Receipts
Totals			\$90.00	

Number of Days

1

Plus or Minus Quota

-\$10.00

Plus or Minus for

day -\$10.00

\$100.00

January 3, 1957

Name	Services Rendered	Time	Fees	Receipts
Totals			\$130.00	

Number of Days

2

Plus or Minus Quota

+\$20.00

Plus or Minus for

Day +\$30.00

Be sure your expenses are itemized and separated so that you can use them to the best advantage in making out your income tax statement at the end of the year.

Your secretary can handle all the details of posting from daily work sheets, to patients' ledger sheets, to cash journals, etc., but I think each of us should periodically examine and balance our own books. Don't leave it all to hired help. If you have a good system, it takes but a few minutes each week for you to make this survey and balance, and you will learn to enjoy doing it.

I like to have some firm such as "Professional Business Management" help me with my bookkeeping, especially on the income tax part of it. They save you a lot of worry, and often a good deal of money.

For many years I have kept my patients' records in a manila folder, one for each family, everything pertaining to a family going into that folder. The father or the person who pays the bills has his name on the folder, and as the children grow old enough to pay their own bills, they have a folder of their own. By doing this, everything is kept together and all is before me when a patient enters the office for his appointment. I have all the information about x-rays, estimates, correspondence, written notes on all previous work done, and what we plan to do in the future ready for consultation.

I also have a simple card system as a kind of cross file. This is used in sending out statements and for quick references. This card system has the name, address, telephone number, the amount of the account, and the last payment; but no description of the services performed. That is kept in the folder I have just described. The card system eliminates the necessity of bringing all these folders out of the filing cabinet when we send out statements. It takes my girl ten minutes each day to keep this supplementary card file up to date.

Personally, I could not get along without a daily work sheet. I glance at this sheet at the end of the day and it tells me all I need to know: the number of

patients, the work done, the amount charged, the amount collected, and most important—the number of minutes I worked at the chair. The girl at the desk registers all this on the daily work sheet with the exception of the fees charged; I do that each day before going home—it takes but a few minutes. The next day this information is posted on the patients' individual ledger sheets and also on a monthly summary sheet which tells me at a glance just how my practice is functioning. Divide the number of hours you have worked into the totals and you know exactly what you are doing per hour.

Daily Quota

I like to work on a quota and would be lost if I discontinued it. It is nothing but a record of what you are accomplishing compared to the previous year. For instance, if you averaged \$100.00 per day on work turned out for the days you worked in 1956, your record for 1957 (which I have at the bottom of the daily sheet) would look like the forms on the opposite page.

Your average for 1956 was \$100.00 per day. On January 2, 1957 you worked one day and turned out \$90.00 worth of services; therefore you are -\$10.00 for the year so far. On January 3, you turned out \$130.00, or a +\$30.00 for the day, thereby canceling the -\$10.00 of January 2 and giving you a + \$20.00 for the two days you have worked.

Do not misunderstand me. You do not watch the sheet and expect to make a hundred dollars every day; that would be like working in a machine shop on piece work, and is certainly no way to conduct a dental practice. You may take a minus every day for a week or more, then all at once you turn out some prosthetic work and wipe out the minus and go along on a plus.

If a month or so has passed and you have a big minus, then it is time to sit down and figure out what is wrong, because something definitely is wrong and you should not wait until the end of the

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EDITORIAL

National Dental Health Week

On February 2nd, the 10th Annual National Dental Health Week will begin and will continue through the 8th. There will be special radio and television programs and poster contests with awards for the school children—all emphasizing the importance of early and regular dental care, proper diet and proper brushing. All this is excellent and very beneficial but all too often a bottleneck develops when it comes time to make that all-important appointment with the dentist. This is especially true when it applies to children. We are so busy doing that mouth rehabilitation for the adult or constructing that denture that we do not have time to give our child patients the time needed. This is the profession's finest opportunity to begin a program which if closely followed could in many cases assure our patients a lifetime of service from their natural teeth.

If we will but devote a little more time to children in our practice it is more than likely we will find that "kids" aren't little monsters at all but on the whole real nice people who make wonderful patients and friends—who, because of their innate honesty and frankness, bring to each day a new and refreshing experience and as the years go by give one the opportunity to see them grow into adulthood. Let's take better care of children and maybe our illegal laboratory problems will be less pressing.

If this has sounded preachy or emotional it's because one of the greatest problems of our profession is providing adequate care for our children. So take care of that next youngster who comes into your office and you will be pleasantly surprised at the results.

Editorial Policies Restated

We believe it is well to restate from time to time the following editorial policies of the FORTNIGHTLY REVIEW:

The purpose for the FORTNIGHTLY REVIEW is to disseminate information of a scientific and educational nature, to carry announcements of Society activities and reports, to carry news of the branches, other pertinent information that might be of value to the membership, and such advertising material which is directly related to dentistry and conforms to the standards set forth by the American Dental Association.

It is the established policy that the pages of the FORTNIGHTLY REVIEW not be used for internal political purposes and this applies to branch news as well. It is also established that the branch news is not for editorial purpose.

All material submitted must be in good taste with particular care being taken to reflect in no way upon any person or group. We will, above all, be factual.

AT THE MIDWINTER MEETING . . .
Plan to Visit
THE COMMERCIAL EXHIBITS

NEWS OF THE BRANCHES

Kenwood-Hyde Park

Attending meetings of dental significance at the Sherry, Conrad Hilton or elsewhere is a constant reminder that dentistry is such a vital and dynamic profession spilling over with knowledge that is new and giving way to that which is yet not discovered. . . . W. G. F. Schmidt at our Jan. 7th meeting touched on the subject of equilibration and did very well with explaining some causes of occlusal disharmonies and their correction. Most of us, however, were reminded of how much more we should know. . . . Our next meeting on March 4th will be equally important. Rudolph Friedrich will talk on the need of dentistry for more people—a problem that is becoming more acute from year to year. With this problem in mind, Bob Wells at our last meeting discussed the need of getting more youth of America interested in the profession of dentistry. There are other ways than increasing the number of dentists to accomplish this end. I'm sure Dr. Friedrich will present many answers to this problem. . . . Graham Davies appointed the Nominating Committee members—Wayne Fisher, Mark Rear-don, Rudy Grieff, Jesse Carlton and Roy Eberle. One report and a happy one that didn't get to the floor was the announcement by our golf chairman, Isamu Tashiro, that we're meeting at Cherry Hills in early June. A little premature, but I can hardly wait. . . . The Executive Council of the Illinois State Dental Society had its meeting Jan. 15 and 16. Willard Johnson, Wayne Fisher and Bob Wells were there to participate. . . . Harry Hartley, Sr. proudly announced that Harry Hartley, Jr. is married to the former Nancy Oates, feature writer for the *Sun Times*. Nancy Hartley sounds like a pretty good name also. Congratulations. . . . Phoned Roy Eberle at home about our column who in turn called to Grace for some news—said she couldn't think

while her steak was burning. Hope I pick a better moment next time. . . . Stan and Betty Korf just returned from two weeks in Mexico where they met Milt and Thelma Braun. The four had the pleasure and displeasure of driving and pushing their rented car from Mexico City to Acapulco. This experience had its humorous aspects and didn't detract from a wonderful vacation. Stan also mentioned that he's crazy about his Borden Airtor and secondly was planning to present a seminar at Zoller Clinic on Jan. 14th. . . . Undoubtedly you have noticed a new twist in our Meeting Flyer appeal. Our cartoonist and designer this year is none other than our Program Chairman, Clint (Rube Goldberg) Fisher. . . . Just got another card from Joe Wiener in Spain. Says he's having a great time playing tennis etc., etc. Sends regards to the boys. . . . By the time you read this column, the excitement of another successful Midwinter Meeting will have simmered down. We congratulate all those who have helped to make this Meeting an outstanding one—especially our men from Kenwood-Hyde Park. See you around.—*Henry H. Leib, Branch Correspondent.*

South Suburban

You guys should be reading this just as the Midwinter meeting is in full swing and about this time you should be raring to go and put into practice all the wonderful new things you have just learned. . . . In the happy news department, congratulations are in the making for John Byrne, associate of Howard Strange, to be married in May. In an effort to keep the male and female ratio even, Henry Freitag is the pappy of a baby girl, Donna Lynne, and J. S. Korellis is the pappy of a baby boy. The cigar smoke ought to be pretty thick at our next meeting in March. . . . When talking with Clarence Folkers he revealed that all the Florida

real estate is rented and just to keep busy, he is building a new home about 8 miles south of Miami. . . . Vance Phillips is pretty proud of himself, went skating with the kids and in spite of several spills, no major breaks or bruises. The bounce of youth is still with him. . . . The exodus of Blue Island will take place as usual from the homes of Taylor Bell and Len Holt. Taylor is going to St. Pete, and Holt to his home away from home in Winter Haven. Speaking of Florida, instead of the red faces we usually associate with the sun, there has been a decided prevalence of blue from the nasty old wind and cold that somehow got past the Chamber of Commerce. . . . In the sad news, I for one would like to express my sincere thanks for the sympathy and kindness shown me when my father passed away just before the Holiday season. Also got news that S. L. Partyka lost his father about the same time. . . . I do hope by the time you read this that Manny Katz is home fully recovered from the coronary attack that hit him on Christmas Day. . . . That is all for now. See you at the Midwinter meeting.—*H. C. Gornstein, Branch Correspondent.*

Northwest Side

Mark Spencer, our Program Chairman, has lined up W. George F. Schmidt to talk to us on occlusion at the March meeting of our Branch. . . . I'm pleased to announce that Thad Olechowski is back from the Army and has taken over the practice of Folmer Nymark. The Olechowski family has done its part for Uncle Sam—Thad's son is finishing his stint in the Navy and is to be discharged next month; his daughter is in Japan teaching children of Army personnel. . . . Joe Ulis and Frank Brzezinski are busy on the local arrangements for the meeting of the American Denture Society preceding our Midwinter Meeting. . . . Vincent Bonus is in his new home in Winston Park—haven't seen much of him because he has to keep his nose to the grindstone since he has a son in medical school and

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News Items

ARCOLIAN DINNER-DANCE

The annual dinner-dance of the Arcolian Dental Arts Society will be held at the LaSalle Hotel in the Main Ballroom on Saturday, February 15th, at 7:30 p.m. Tickets are \$10.00 per person. All Chicago Dental Society members are cordially invited to attend.—*D. J. Catrambone, Secretary.*

C.D.A.A. HEADQUARTERS ROOM

The members of the Chicago Dental Assistants Association will have their headquarters in Private Dining Room No. 4 on the third floor of the Conrad Hilton Hotel during the period of the Midwinter Meeting.

SOCIAL SECURITY INFORMATION

A representative of the Social Security Administration will be in the Registration Area at the Midwinter Meeting to answer questions about your Social Security and to dispense informational literature.

ATTENTION: LOYOLA '34

The members of the Class of 1934 of Loyola University School of Dentistry will meet on February 4th at 6:00 p.m. for cocktails and dinner at Armando's Restaurant.

I.D.H.A. WILL PRESENT MIDWINTER PROGRAM

Miss Colleen Owens, Program Chairman of the Illinois Dental Hygienists Association, announces that an excellent and well diversified program will be presented by the Association on Monday, Tuesday and Wednesday, February 3, 4, and 5. The I.D.H.A. headquarters during the Midwinter Meeting will be Room 13 at the Conrad Hilton Hotel.

HOW TO MANAGE A BUSY DENTAL PRACTICE

(Continued from page 11)

year to find it out. It could be one of many things; improper fees, too many no-charges for makeovers, too many broken appointments not charged for, your own carelessness in not using your time properly or many other reasons. You can easily find the trouble if you try, and it can usually be corrected. On the other hand, if you have a nice big plus, you feel that you have accomplished something, that your office is operating efficiently.

Don't forget that this is just for working days; if you work a half day, then figure a half day.

In evaluating the success of a dental practice, the gross income alone for a year means little to me. One man may work 2000 hours a year and produce \$30,000; another may work 1000 hours and produce \$20,000. I would say the man with the \$20,000 year is running the more efficient office, because he is only working one-half as long and earning two-thirds as much money.

I want to know what I gross and net each day, each hour, and what I accomplish each minute. Did you ever stop to figure it out? For instance, if you gross fifteen dollars per hour, it figures twenty-five cents a minute. If you unnecessarily waste four minutes out of each hour, that means a dollar, if you work 1500 hours a year, that means \$1500.00—a nice Christmas present you have thrown away.

I don't mean that you should be a slave chained to the chair; if you want to take twenty minutes for coffee, you should; but don't stand at the chair and throw that time away doing something that is not productive or that hired help could do for you.

Conservation of Time

We are not selling gold, teeth, or any kind of merchandise: all we have to offer is our time and experience. There is only so much time each working day, so let's use it. The best way is to delegate as much work as possible to someone else,

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someone who has not spent six or eight years in training and whose time is not as valuable to the public as ours. If you can, hire someone at a dollar an hour or more, for mixing cement or amalgam, preparing impression materials, washing slabs, sterilizing instruments, and doing many other time consuming duties which an assistant can do just as well as you can.

Suppose you pay an extra girl ten dollars per day. She can easily enable you to do two or three times as much work as her salary, do it better, and make it easier for everyone in the office. Don't forget the largest part of that extra income is net, because the materials used amount to very little.

Patients do not like to be rushed, and you should never appear to be in a hurry. With proper chair assistance you do not have to make a quick move to accomplish a lot. Just sit on the stool, take it easy, keep going, have everything handed to you at the right time, and use the saliva ejector or Vacudent and water syringe instead of allowing the patient to waste time with a drinking cup.

There are many other time-consuming habits that we have allowed ourselves to acquire that can very easily be eliminated. Let's analyze what I think might be average figures for a well-run office. Some of you may disagree with me on certain percentages, but you can easily modify them to suit your own practice.

Just so that we will have a figure to

work with, let's take a practice of around \$30,000 a year; this may be cut in half or doubled to suit your own practice. See analysis on opposite page.

The one unfavorable condition from a business standpoint about a dental practice compared with most businesses and some professions is the tremendous cost of taking vacations. I estimate that about 50 per cent of your expenses go on while you are on vacation, so it is easy to figure seventy-five dollars a day income plus twenty-five dollars a day expense equals one hundred dollars a day that it costs you to be out of your office. Thus a thirty-day vacation costs you \$3000.00 plus whatever you spend, but don't let these figures keep you from taking vacations, because they are absolutely essential. If you don't get away once in a while, you are likely to develop occupational fatigue, ulcers or other ailments.

Credit and Collections

My remarks about credit and collections will be brief. I realize that they must be handled differently in different types of practices and communities, but we all have to give credit. We certainly do not want, and I think it would be impossible, to conduct an ethical dental practice on a cash basis, but you should not carry more than two months' business on your books. If you do \$2000.00 worth of work a month, your outstanding accounts should not exceed \$4000.00. If they do, your secretary is not handling your collection problem correctly. When

an account does not have a payment for ninety days, that card should be placed in a separate file and given special treatment. I don't like the commercial stickers that read: "Past due," "Please remit," etc. A short personal letter requesting payment, not commanding, will bring the best results. If payment is not received, don't forget to follow up with another letter or phone call by your secretary to let the patient know that you are in earnest.

Broken Appointments

As for broken appointments, I think that a certain percentage of them should be charged for, but use discretion depending upon the circumstances and do everything in your power to prevent them. If the patient has an appointment more than a week in advance, I think a post card as a reminder is one very good system of cutting down the number of broken appointments. Of course, if you intend to charge for broken appointments, you must make it clear to the patient that he must let you know twenty-four hours in advance if he has to break an appointment. I print this information on my appointment cards.

Recall System

There is nothing that I know of that will hold a practice together and that patients appreciate as much as a good recall system. I think we owe it to our patients, and it should be foolproof. I

(Continued on page 32)



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First, how many days and hours does the average dentist work?
365 days in a year.

— 30 days vacation.

335

— 96 two days off a week for remaining 48 weeks.

239

— 6 holidays

233 days you work per year—9 A.M. to 12 and 1 P.M. to 6 equals 8 hours a day in your office. This should figure about 6.5 hours at the chair.

235 days in round figures.

x6.5 chair hours

1527 chair hours per year.

1500 in round figures.

\$30,000.00 divided by 235 days equals

\$127.66 per day

\$30,000.00 divided by 1500 hours equals

20.00 per hour

\$ 20.00 divided by 60 minutes equals

.33-1/3 per minute

Net profit per year (60%) equals 18,000.00

Costs per year (40%) equals 12,000.00

Net profit per day (round figures) 75.00

Costs per day (round figures) 50.00

Net profit per hour (chair time) 12.00

Costs per hour (chair time) 8.00

Net profit per minute (chair time)20

Cost per minute (chair time)13

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NEWS OF THE BRANCHES

(Continued from page 14)

three children in high school. . . . Max Bramer will read a paper on "New Techniques for Handling Handicapped Children" at the 88th annual convention of the American Association on Mental Deficiency, April 19th, in Dallas, Texas. This is a medical society and we are glad they selected a northwesterner to help them with their problems. Dr. Bramer has been appointed to the Michael Reese Hospital Dental Staff. . . . The Ed Derans are expecting a visit from the stork and since they have two girls and a boy, they're hoping it will be a boy so that future family discussions will be balanced between males and females. . . . Mrs. Clarence A. Brandt presented her family with a baby boy. . . . Cass Rogalski drove to the West Coast to visit his son who is in the Sierra Madre Mission for advanced studies in theology. Cass will drive up to Frisco and expects to be back in his office in a couple weeks. . . . It has been suggested that Ed Kapustka be given responsibilities in our Branch since he is doing such a fine job for the Dental Arts Club. . . . Jim Griseto will take over the next issue of the column—drop him a line at 6745 W. Belmont or better—phone him at MErrimac 7-8778.—*James J. Guerrero, Branch Correspondent.*

West Suburban

By this time all the branch members, officers, and participants in the "Greatest Dental Show on Earth," the Midwinter Meeting should have their plans made, and as usual we of West Suburban will be in some of the center rings. . . . Dr. Lundquist at N.U. once said that our midwinter circus was the best, and there was much of value to be had even in the sideshows. . . . Wayne Dunnom says that he has a new film covering his work with children under general anesthesia. He will be happy to show this to any group that calls him. You might drop in on Wayne at his table clinic at the meeting. . . . Our President, Wallace Kirby, will enjoy the

meeting of the American Academy of Practice Administration before the main show, and in the general and limited attendance arenas, he will have a goodly number of sessions. . . . Operative men should be interested in the table clinic of our new member, Reed Later, covering quadrant dentistry. . . . Bob Cutlan will again give his fine table clinic on a $\frac{3}{4}$ crown technique. . . . High Wire Dave Thompson, of Elmhurst, will swing above the general practice arena in a fine performance in the field of Orthodontics. . . . Marvin Blechman will be there to give balance to the show with a study in Oral Surgery Office Procedures and Cases. . . . Oak Park breezes are blowing with new air turbines in the offices of Bob McDonald, Lee Hein, John Hauff, and Spencer Magnuson. . . . Ev Walters is just back from Florida and he says that there was still a lot of sun down there even if there was a kiss of frost on the oranges. . . . John Ronning welcomed in the New Year of '58 up at the Wagon Wheel in Rockton. . . . John Poronsky says that sailfish off the coast of Acapulco have been warned that Lyznicki is the one to fear in the next couple of weeks. . . . Jim Hofrichter has a new Imperial and I asked John what color? We are not sure but it could be sky blue pink with purple spots. . . . Joe Mikolas has been ill and we all hope that by this time things are looking up for him. . . . Those that received a belated Christmas card from Ron Larko had a chance to really admire his family. . . . The West Suburban members of the Sanders Dental Research Club met at the Oak Park Arms on Jan. 22nd to hear Mr. Lloyd Kenneday in an all-day session on "Estate Planning for the Professional Man." . . . Carl Gieler, John Anderson, and Herb Gustavson spent a Sunday at our Lake-in-the-Hills week-end house near Algonquin. We all enjoyed Carl's slides of Europe. . . . The members of the branch send their sincere sympathy to Art Jirka on hearing of the passing of his dad, Irwin Jirka. . . . January was a sad month for the Jim Hofrichter family. Jim lost his dad and brother-in-law within a week, we extend

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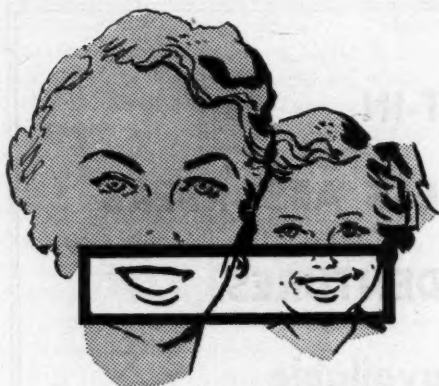
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our deepest sympathy to all concerned.
... Frank Novak will be in his new build-
ing in March. Julius Lueders a N.U.
grad. in '50 and with a tour with the
navy over, is now located on the same
floor with Frank Novak. When Frank
moves to his building Julius will expand
his present set-up into the space vacated.
... Called the office of Francis Fierce to
gather news, but no answer. Investigation
reveals the reason, Richard Alan born
Dec. 19 was the new addition and was
welcomed home by the other children,
Danny and Amy. ... The column has
an early deadline to meet before the
meeting so if we are a bit short of news
for the next issue that is the reason. ...
The Far West Study Club had an excel-
lent meeting on Jan. 23rd with Nicholas
Choukas on the subject of "Difficult Ex-
tractions and Impactions." As usual with
Far West a goodly share of fellowship
was had by all.—*John W. Silberhorn,*
Branch Correspondent.

Englewood

With all the eggheads and big brains
we got rattlin' around inside the C.D.S.,
it seems to me they got some figurin' to
do. By the time news gets into print it's
like putrescent pulp, nine months old.
Can be downright discouraging to get
home from a nice vacation and get the
nose down on the old heatless stone and
then pick up the latest FORTNIGHTLY
REVIEW to find that you and family are
taking off for a vacation. I, being few on
brains, offer no solution but it seems to
me that you guys and gals could expedite
news if you would have some pity on
your pore ol' reporters and let us know
if you are doing anything outside of the
usual drillin' and fillin'. Takes too long,
when you tell your dental salesman and
he tells me and I call Louie Weil and he
ships it on to whoever is doing the col-
umn for that period. ... Understand
that George Christopher and Chuck
Kresnoff are real happy to be in their
new 2137 W. 95th St., orthodontorium,
walk in. ... Ted Vermeulen's father was
taken ill while in Florida. Ted went down

to visit him but came back quick to Chicago to get warm. . . . I don't know how many of our men are or were down there when they were having their cold, wet, miserable windy weather (gee, sounds like Chicago doesn't it) but we all, who were not down there, sympathize (grin) greatly with you all. . . . But now you take that there Bob J. Murphy—boy! he not only up and got married on Dec. 28th to a nice gal whose name I did not catch, but it makes no never mind because she is now Mrs. Bob J. Murphy and where did they spend their honeymoon? No sir! you're wrong. They went and took themselves up to the Northernaire, and in case you don't know, that place is in northern (Brrr) Wisconsin. . . . Here is one donated by Webster Byrne. Julius and Mrs. Jacobson recently returned from California, where they visited their son. The younger Jacobson graduated from Northwestern Dental last year and is doing his army stint in California—tuff huh? . . . Howard Moriarty had his mother in the hospital for a time but we understand that she is now home and doing well. . . . At this very minute (while I'm writing, not while you are reading this) a goodly bunch of Englewoodites are enjoying the famous hospitality of the Eli Lilly Company down somewhere in Indiana. Too bad these wonderful things can't be shared by all of us, but know some of us poor souls must stay behind and make buckniks and write columns and things. . . . That's all this time. Take care now.—*Marion B. Hopkins, Assistant Branch Correspondent.*

North Side

The Asiatic flu is for the Asians—they can have it. Their bug, and it's a virulent little devil, has finally contacted your correspondent. However, the column must go on, so. . . . Mike Bardige of the South Suburban Branch wandered far from his home-base to visit in the North area on Monday prior the New Year. He honored the Bryn Mawr group by lunching with them. Mike states that his Branch is contemplating a Work Shop

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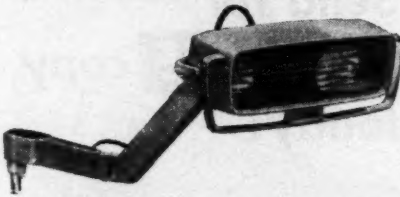
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patterned after that of the N.S. and I sincerely urge all C.D.S. members to take advantage of this proposed educational project once it materializes. . . . We welcomed Santo Scavuzzo at our last Board meeting. He is an active member of our Legislation and Law Enforcement Committee and is the son-in-law of Frank Smith who is in the State Legislature from the 45th and Halsted district. . . . Mrs. Brill "labored" under a false illusion in the expectation of her 3rd child and Harold had to deliver her home again from the hospital. 'Tis stated—Edward, if it's a boy—Eliza, if it's a female. Doesn't anyone use "Henry" anymore? . . . The North Side, in its endeavor to aid the cause of dentistry and to co-operate with the C.D.S. Membership Committee, forwarded personal invites to 155 non-affiliate dentists in this area to attend our January 14th meeting. It was believed that the program, "Town Hall Meeting" of dental problems, might stimulate these non-members of the Chicago Dental Society with an added sense of responsibility and aid them in visualizing the advantages of the activities of organized dentistry. . . . Herman Medak announces the arrival (with the assistance of Mrs. Medak) of a 4th child, a boy, who appeared in time to be included as a 1957 income tax deduction. . . . Received announcement from Sam Pruzansky regarding his new orthodontic offices at the Old Orchard Professional Bldg.—Suite 622. What more ethical method for a proclamation of new facilities than a short message to your correspondent? . . . Al Mark presented his colored slides, hundreds of them, of the Far East at the last Forum meeting. Beautiful scenes of the Pacific Islands and Hong Kong plus Al's jocular as well as educational commentaries kept his audience alert and entertained. Incidentally, the Uptown Dental Forum once again has acquired its former eating and meeting hall at the Town House on Sheridan Road. You're all invited—every Friday at 12:15 to 2:00 p.m. Try it once—you'll like it. . . . Maurice Levin is being shunted to another office in the Pittsfield. No details as to the move but

I sincerely sympathize with anyone in the dental installation period. . . . Arrangements are being instituted for the time and place of the N.S. golf outing. We expect you all there so if you have any suggestions, speak up now. . . . Note from Art Duxler—he wishes to express his appreciation to the North Side men who accepted positions as “spokesmen” for Limited Attendance Clinics during the Midwinter Meeting. Each job well done by our boys is an added credit for our Branch. . . . On Jan. 2nd, Rube Kadens received a commendable response to his discourse on Case Presentation before the South Side Professional Budget Study Group. He was scheduled at Nielsen’s at 79th and Western for 6:00 p.m. but a late patient, difficulty in starting his vehicle, a flat tire and sleety streets delayed his arrival to 8:30 p.m. instead. A fast meal, 3½ hours of clinicing, gab-time and a hazardous trip home got Rube to bed exhausted after 2 a.m. Is popularity worth it? . . . Late flash—The Brill tot arrived okay, an eight-pounder but no news here as to sex. Congratulations! — *Henry H. Parkin, Branch Correspondent.*

West Side

Our Branch meetings are getting better all the time. We’ve been privileged and fortunate to obtain some wonderful essayists for our last several meetings. The material presented has been excellent and the same can be said for style of delivery. Our speakers have been a lively, personable and informative group for quite some time now. It can be safely said that our members have gone home with some wonderful adjuncts to their practices. Our meetings in general have been lively and interesting on the part of our membership also. No doubt their interest and fine questions mutually reflect in both their enthusiasm and that of the speakers. Opinion on the fine quality of the meetings has been shared and expressed by our members of long standing as well as the newer ones. Our last meeting was a

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treat in the person of Dr. A. J. Krol of the University of Loyola Dental School. Dr. Krol presented a fine lecture and Kodachrome showing on the "Management of the Immediate Denture Patient." Dr. Krol is the Chairman of the Prosthetics Department at Loyola University and formerly was instructor in the department at Northwestern University. . . . The branch has been treated to refreshments after each meeting in the form of corned beef sandwiches, pickles and a copious flow of amber fluid. . . . Bill Bingaman reports that a full month has gone by since the opening of his new office in La Grange and that everything is going just fine. . . . See where George Barnes has acquired a beautiful new baby blue Cadillac. . . . Art Tessler has just recently returned from Tucson, Arizona and jokingly reports that he developed a series of minor ailments there and that maybe this climate isn't so bad for the

health after all. While in Tucson Art met and visited an acquaintance that he met while using his radio. . . . Art is a ham radio operator. . . . Harold Epstein and his family had a swell time in Florida but none will be too interested in a boat ride again for quite a spell. Seems that some people aren't just naturally conditioned to the sea. . . . Walter and Mrs. Zipprich had some wonderful fishing during their stay in Florida. They caught plenty of red snappers and groupers. They also had experience with the elements that they're not likely soon to forget. They were involved in the hurricane in Florida and old man tornado in Murphysboro in Illinois. . . . Frank Maly is going to Ann Arbor for the Michigan State Boards and will be accompanied by Mrs. Maly. They plan to extend their time and do a little vacationing at this time also. . . . L. Vanrell is recuperating from the flu. . . . Sam Rakow is also recovering from the flu and has just returned from Brainerd, Minnesota where he recently attended the funeral of his oldest brother. Our sincere sympathy to you, Sam. . . . George Hochman will be leaving soon on an extended trip to Hot Springs. Sounds great, George. Need a traveling companion? . . . Mike Arra is justly proud of the new Public Health Clinic just completed in Franklin Park. This project has the full approval of the dentists there according to Mike. A new clinic is also planned for Blue Island. . . . Bill Kaiser looks well as usual and seemed to be enjoying himself at our last meeting. . . . Alfred King has opened a new office in Skokie. . . . Al Sells missed our meeting but with good cause. He was a guest speaker on the North Side. . . . See where it is reported that Sam Kleiman is to run for County Commissioner on the Republican ticket. . . . John Rauen showed up with a new varsity hairstyle. . . . M. Perlin reports that Mrs. Perlin is now home after an extended stay at the hospital and is recovering very nicely. His daughter has just purchased a new home in Highland Park. . . . See you soon.—
Andrew J. Kelleher, Branch Correspondent.



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(Continued from page 18)

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